



Taking action for animals

Your guide to making the world a better place for animals...

Inside you will find...

Some fundraising ideas

At work, at school, at home...
and Miranda tells us about
her drinks trolley!



Some tips on keeping things safe and legal

We can point you in the
right direction to stay safe
and legal



Virtual fundraising

Stay at home and
raise money online



Your fundraising donation form

For that golden moment
when you proudly pay-in your
fundraised money...Thank you!

Publicising your event!

You are doing something
fabulous for animals so
shout about it!



Money Matters

Some tips with
dealing with cash on
the day at your event.



Make the most of your fundraising

We have a few hints
on how to easily
boost your fundraising



Other ways you can take action for animals

Sign our exotic pet pledge,
go meat free, leave a
legacy for animals

Fundraising Ideas



There are so many ways to fundraise to help animals! There are thousands of ideas on the internet, and a good place to start is to think about what you enjoy doing. Do you have hobbies, are you the quiz master at the local pub, do you have a special skill you could use? Are you someone who will be able to get lots of people involved or will your fundraising involve a more select group of friends?

If you are looking for inspiration the [Eventbrite](#) website has some great ideas. Here are a few ideas to spark your imagination, the sky is the limit...

At work

Bake sale, auction a day off, have a collection tin at reception, raffle, tombola, silly socks day, ask if your employer has a Matched Giving scheme and double your total just like that!



At school

Talent contest, cake sale, non-uniform day, sponsored silence, sports day, You've Got Talent event, sponsored skip...



At home

Car boot sale, cake sale outside your house, sponsored head shave, give up chocolate, pub quiz, dinner party...



Miranda's drinks trolley

Miranda ran a drinks trolley at work to raise funds for us. First of all she got permission from the Office Manager. Everyone decided that a Friday afternoon would be a good time to do it. She offered a few alcoholic drinks and some non-alcoholic too. She had a collection tin to take around with her and suggested how much to donate for each type of drink. She decorated the trolley with lights and made sure everyone knew she was bringing it around. She said "It was a lot of fun to organise, I even had music playing from the trolley so no-one could miss me! Plus the Office Manager let me send an email to the whole office the day before so they could make sure they had some cash with them. I also set up a justgiving page so that people could prepay." Miranda raised an amazing £350 and she told us that everyone keeps asking her when the next one will be!

Virtual fundraising

Virtual fundraising has become so popular recently, it can be social and lots of fun and there are so many tools to help. You can get together with a group of friends without having to leave your front room. It means you can invite people from near and far to join in the fun.

Virtual Class

Offer your friends and family an online class! Set up a private event, charge admission, and teach your skill! Ideas for classes: cooking, yoga, photography, dance, drawing/painting, crafting. What skills could you share?



Gaming Tournament

Why not set up a league or a tournament with friends? If you and a group of friends have the same games and gaming devices, this works really well, (popular games for this include FIFA, Mario Kart and Call of Duty). Charge for entry and split the pot between the winner and World Animal Protection.



QUIZ NIGHT

Virtual Quiz

Easy to organise and loads of fun! You can set up a [JustGiving](#) page to collect entry fees. You just need to recruit some teams, write some questions and choose a time to have the quiz. There are so many guides online for how to host a successful quiz, take a look at [this one](#) as a starting point.

Julian is our office quiz master and always makes our office quizzes so much fun. His top tip is:

Make sure your questions aren't so difficult that most people wouldn't be able to answer them and if they are tricky, questions which people would be interested to know the answer to are recommended!

Gaming Marathon

Video gaming marathons are great to connect with people through a live stream. People can be invited to watch along, comment and donate via an embedded JustGiving page. Use platforms like Twitch and YouTube to setup your streams. Ben organised a streaming event for us and raised £1,000!

There are countless ways to get together with friends over the internet and raise money for animals, so have a think and maybe discuss it with your friends.

Which platform?

There are many platforms that let you get together as a group. Conference call apps like Zoom, Skype and Houseparty are all free and easy to use.

Facebook is great for events and you can donate using it too. You can set up a [Facebook fundraiser](#). Instagram is really good for sharing images and WhatsApp is a useful way to get a group together to plan your event.



Publicity

Spreading the word

If you are fundraising or taking part in a sponsored event, getting publicity in local media may help you to raise money and will certainly raise awareness of the cause.

You can publicise your fundraising events through your local press, your own blog or Facebook, Twitter and Instagram.



Before the event

- See if it's possible to get a local celebrity, MP or Mayor involved.
- Contact the news-desk of your local newspaper or radio station in advance of the event, let them know the 5Ws – who, what, where, when and why. You can often find their contact details on their website, or inside the paper.
- Send a news release with a picture, or offer a pre-event photo opportunity to help them publicise the event in advance and give people the opportunity to sponsor you or make donations.



- Ask for your event to feature in any free listings or 'What's On' sections of local papers or council websites.
- Display posters in local shops, pubs, libraries, at work etc.
- Create a Facebook event and invite all of your friends. Ask them to share it with their friends. (Even if you are organising a virtual event).
- Create an online donation page to make it easier for people to give – JustGiving and Virgin Money are both great.
- Tell everyone you know about the event and ask them to tell everyone they know!



By fundraising, leaving a gift in your will, campaigning, or making lifestyle changes, such as eating less meat, you are changing the world for animals. High five!

Publicity

On the day

- Hand out flyers to people walking by.
- Make time for an interesting photo opportunity for journalists or take pictures yourself.



After the event

- If the media have not already covered your event, let them know how much money you raised and send them pictures if they did not actually attend.
- If you have already received coverage, write a letter to the editor of your local paper thanking them for the publicity and telling them how much you raised.

Example Press Release

Use this sample press release to help you write your own. Make sure you include all the details of the event but keep it to one page maximum. Include the 5Ws – who, what, why, where and when.

Once you have sent your press release off to local newspapers, radio stations and TV channels follow it up a couple of days later with a telephone call.

Local to [describe your activity in as few words as possible]

On **(date of event)**, **(your name)** from **(town/city)** will take part in a **(what the event is)** to raise money for World Animal Protection.

The **(name of your event)** is to take place at **(insert name of venue)** at **(insert time)**. Proceeds from the event will go towards World Animal Protection's work to improve animals' lives across the world and protect them from cruelty and suffering.

(Your name) has decided to support World Animal Protection because **(outline your reason here)**.

(Insert your name) is hoping that **(their)** efforts will allow **(insert name)** of your cause to **(quantify what your donation represents to the charity if you can, eg buy x amount of y, which will help z animals)**.

To sponsor **(insert your name)**, readers can donate online at **(insert the URL of your online donation page)**.

(Insert your name) says: **("Write something here that the media can use for direct quotes as if they had already interviewed you about your activity - e.g. "I'm hoping that the residents of [your town] will rally to support my [name of activity] because..." You could also thank any sponsors who have made the activity possible or any other volunteers who are helping you.")**

-ENDS-

For further information please contact: **(insert your name, number and email address)**

Notes to Editors

About World Animal Protection

We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

Publicity

Letters to editors

- Keep your letters to 150-200 words.
- Make clear you are a local resident.
- Explain the key details of your event: who, what, where, when and why, and make it clear what other people can do to help.
- Include your full name, address and phone number. Newspapers need these details in order to publish your letter, otherwise they won't be published.
- Include a link to somewhere people can donate to you (like JustGiving) or to the World Animal Protection website so interested people can find out more.



Millions of farm animals are suffering right now and waiting for their worlds to change. With your help we are improving their conditions and saving future generations from the horrors of factory farming.

Example Letter

To whom it may concern

I am writing to thank **X** residents for their help stop the global wildlife trade.

I recently held a coffee morning in support of World Animal Protection's campaign which aims to get a ban on global wildlife trade to protect billions of animals.

Animals are taken from the wild or farmed in cruel conditions to meet the consumer demand for exotic pets, traditional Chinese medicine and tourism. I, along with **X** residents of **X** who came to my event, think this is wrong.

We believe that animals such as pythons, monitor lizards, iguanas and parrots should stay in the wild where they belong. A wildlife ban would help guard against future zoonotic outbreaks such as Covid-19 as well as protecting wild animals from miserable, painful lives in captivity.

If any **X** residents would like to support this campaign, I would urge them to donate here: **(insert a link to your donation page)**

Alternatively, you can find out more about hosting your own event by contacting World Animal Protection on 0800 316 9772 or email fundraising@worldanimalprotection.org.uk

Yours faithfully,

(Insert your name)

Finding and contacting your local paper

If you don't know who your local paper is, a quick Google search (your town/borough + news) should list the relevant outlets and websites.

The websites should list contact details (phone number/email address) for the paper.

'Contact us' is generally hidden at the foot of most newspapers' websites.

Ideally, you're looking for contacts marked 'Editorial'.

If you can't see anything specific, call the switchboard

and ask to be put through to the news desk and ask them which email address to send your news to.

Need more advice?

Struggling to tailor your press release? Still not sure how best to contact your local media? Don't worry, you're not alone; please do contact us and we'll be more than happy to help you.

Email pressofficer@worldanimalprotection.org.uk for more information.

Raise more from your event

Gift Aid

For every pound you are sponsored we can receive 25p more from the government. If you were sponsored £100 and it was gift aided we would receive £25 more from the government at no cost to you! That £25 could help us campaign to keep wild animals in the wild, or give farmed animals a life worth living.

Ask your friends and family to tick the Gift Aid box if they are eligible. They have to be a UK tax payer. And we can't claim gift aid on donations made on behalf of someone else or a group of people e.g. if you have received donations from a friend or group of friends who are all eligible to gift aid and then donate this sum to us. We must have a gift aid declaration from each donor for the gift to be eligible.



Matched giving

Ask your employer if they have a matched funding scheme, this could double your fundraising straight away! Your HR department will be the first port of call to ask about this. If they don't have a scheme already maybe they will consider setting one up or just making a one off donation this time.



Use your contacts

If you sit down and think of everyone you know, the skills they have, the places they work, it's quite likely that many of them can help you with your fundraising. Ask friends to source raffle prizes for you - do they work in retail or a hairdressers or restaurant? Could they supply a prize or even a venue for free?



You've helped save bears from bear baiting and from being used as tourist attractions, kept in horrendous conditions. Once captive bears with nothing beneath their paws other than concrete now walk on soft grass and splash about in pools.

People will support if you are passionate

Don't be afraid to ask for support, it can be daunting but if you are ready with a few facts about why you are fundraising in the first place this can really help. Are you passionate about pigs or barmy about bears? Why should people support your cause? Be ready to tell them why! And people are more likely to support if there is a chance they will get something back e.g. a cake sale, a tombola or a raffle.



Set a target

People raise 46% more if they set a target! Do you want to raise £5 per mile or raise £10 from every ticket sale? Share your target and people will pitch in to make it happen.



Thank you!

Don't forget to say thanks. It's important to show you appreciate the support people will give you and let them know how much you raised. It's a special thing to spend your time and energy raising money for animals and it's special for people to support that, so thank you from us too!



It's only with the support of people like you that we can raise awareness of the suffering animals endure. With this awareness will come change.



Making sure your fundraising is safe and legal

We really appreciate you giving up your precious time to help animals have better lives, you are doing a fantastic thing, thank you!



Permission

If you're holding an event in a public place, it's a must to get permission first, either from the local authority or the property owner. If you are holding an event on a street or in a park you will need to speak to the council's events, parks or community team.



Taking photos

If you plan to take photos of people at your fundraiser, please make people aware. This is especially important if children are attending. You could make this clear on invitations, have a sign at the event or ask people's permission as they come in.



First aid

Be prepared! Have a first aid kit on hand and there should always be someone available to help even for small events. For bigger events you will need qualified first-aiders. We'd recommend you get in touch with St John Ambulance for advice. You will feel more confident knowing that if anyone needs medical attention at your event you have it covered.



Making sure you are insured

If your event involves the general public, it's important to have Public Liability Insurance. Check first to see if your venue already has this, many will. If you're holding an event at home or on private property, check if your home insurance covers this. Any event carried out in aid of World Animal Protection will not be covered by our insurance.



Fundraising and food

Check the Food Standards Agency guidelines on preparing, handling, cooking and storing food. It's important any food you prepare for an event is safe to eat, the best way to ensure this is to follow the [government advice](#).

If you are selling alcohol then it is likely that you will need a licence.

If you are using a caterer make sure they have a Food Hygiene Certificate and Public Liability Insurance.



Public collections

If you are collecting on private property e.g. pubs or supermarkets, you must get written permission from the owner or manager. Keep this with you when collecting.

Let us know you are planning a collection and we will give you a letter of authority to take with you and a branded collection box.

To collect funds in the street or in any public place you will need a license from your local council. Take a look at their website for details of how to apply. It can take a couple of months to get your license so apply in plenty of time.

N.B. Anyone collecting money in public must be over 16.

If you are planning to hold a collection at a train station or on the street, please call us (0800 316 9772), as you will need to apply for a license. This process can take weeks or even months so contact us as soon as you can.



Data protection

There are strict rules around data protection. Only collect personal information if you need to, keep it safe and secure, do not share it and only keep it for as long as you need. Please call us on **0800 316 9772** if you are unsure about anything. We are here to help.



Under 18?

If you're under 18 years old, you must have your parent or guardian's permission to fundraise.



Raffles and Lotteries

For simple raffles just remember to charge a standard price for each ticket and to draw the name of the winner before the event is over.

If you plan to run your raffle over a longer period of time or sell tickets at more than one venue, you will need to buy a local lottery license from your council.

If you want to know more about organising a raffle talk to your local council or visit the [Institute of Fundraising](#) website.

[The Gambling Commission](#) also has advice on how to legally run your raffle.



Events

At home or with friends

If you are having an event at home or in the pub, with a small group of friends, have a think about your planned activities, could they effect neighbours e.g. will it be noisy? If so let your neighbours know and ask for their permission, or even invite them too!



Events in public or with more than 50 people

Contact your local council for necessary permissions, licensing, trading standards, and health and safety issues.

Think about First Aid and fire safety. Contact your local St John Ambulance and your local fire station to talk things through.

If the event is likely to obstruct traffic then you should let your [local police](#) know.

Make sure emergency evacuation procedures are in place and that there is adequate access for people with disabilities.

Consult the Health and Safety Executive or whoever is responsible for health and safety at the venue and check the 'Five steps to a risk assessment' before hosting any event.

If you're holding an event at work, make sure it complies with the Health and Safety at Work Act 1974 and speak with your office manager first.

If you're carrying money you should always consider your personal security. Use safe, well lit routes. Try to have someone else with you and carry an alarm.

Thank you, we really appreciate your support! Taking the steps above will go a long way to making sure everyone involved with your fundraising is safe, your activity is legal and everything goes without a hitch.



Your support has helped us feed starving cats, dogs, elephants, cows, sheep and goats when disaster has struck and when no one else was there to help.

Fundraising Donation Form

Thank you so much for fundraising to make the world a better place for animals.

There are three ways to pay your fantastic fundraising pennies and pounds in:



JustGiving or VirginMoneyGiving

You can do it on-line at www.justgiving.com/worldanimalprotection
or at www.virginmoneygiving.com/worldanimalprotection

Follow the easy steps to set up a fundraising page and pay in your donation this way if you are collecting sponsorship.



By post

Post your cheque/postal order off to us with this completed form, please make cheques payable to World Animal Protection (address below). Or you can fill in your credit or debit card details below.



Over the phone

Give us a call on **0800 316 9772** and we can take your payment by credit or debit card.

1 Your Contact Details

Title	<input type="text"/>	Forename	<input type="text"/>	Surname	<input type="text"/>	
Address	<input type="text"/>					
	<input type="text"/>				Postcode	<input type="text"/>
Telephone	<input type="text"/>		Email	<input type="text"/>		
Supporter number if known	<input type="text"/>					

2 The Money

A Cheques

Number of cheques	<input type="text"/>	Total amount of cheques £	<input type="text"/>
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B Credit/Debit Card

Name as it appears on the card	<input type="text"/>														
Please debit my	<input type="checkbox"/>	Visa	<input type="checkbox"/>	Mastercard	<input type="checkbox"/>	Switch-Maestro	<input type="checkbox"/>	CAF	<input type="checkbox"/>	Eurocard					
Card number	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Start date	<input type="text"/>	<input type="text"/>	Exp. date	<input type="text"/>	<input type="text"/>	Issue number if no start date (Switch-Maestro only)	<input type="text"/>	<input type="text"/>							
Amount £	<input type="text"/>														

Thank you, for being a fundraising superstar!

Please send this form to **World Animal Protection, York House, Wetherby Rd, York, YO26 7NH.**

If you are making a donation over the phone please call **0800 316 9772** (Mon-Fri 9am – 5pm)

Would you like to receive updates, newsletters and occasional fundraising emails? ☐ Yes ☐ No

Would you like to hear from us by phone? ☐ Yes

World Animal Protection will not swap or sell your information with any third party. We may use your details for carefully considered purposes and send you occasional postal mailings like our magazine, catalogue and appeals. If you'd prefer not to receive these, would like to stop hearing from us, or change the way we communicate, you can do so at any time by calling

0800 316 9966 or emailing hello@worldanimalprotection.org.uk

For information on how we use your details, and how we keep your details safe, please read our privacy policy at www.worldanimalprotection.org.uk/about-us/policies/cookies-and-privacy-policy
Registered charity number 1081849

Money Matters

Here are some tips to dealing with money from your fundraising event:

On the day

- If you need a float on the day be sure to have it ready beforehand. Be prepared for someone to buy a £1 item with a £20 note!
- Give someone trust-worthy the job of being in charge of the money. They should be responsible for collecting it, counting it and banking it. Make sure the money is counted by two people and they both sign a statement to say they agree on the amount.
- Take lots of cash bags and a lockable cash box if necessary. If money is accumulating quickly it might be a good idea to move it somewhere secure periodically.
- Keep a record of where the money came from.
- It's handy to have a receipt book at events, in-case someone wants one for a big donation.
- Bank the money as soon as you can, on the same day if possible.

Getting the money to World Animal Protection

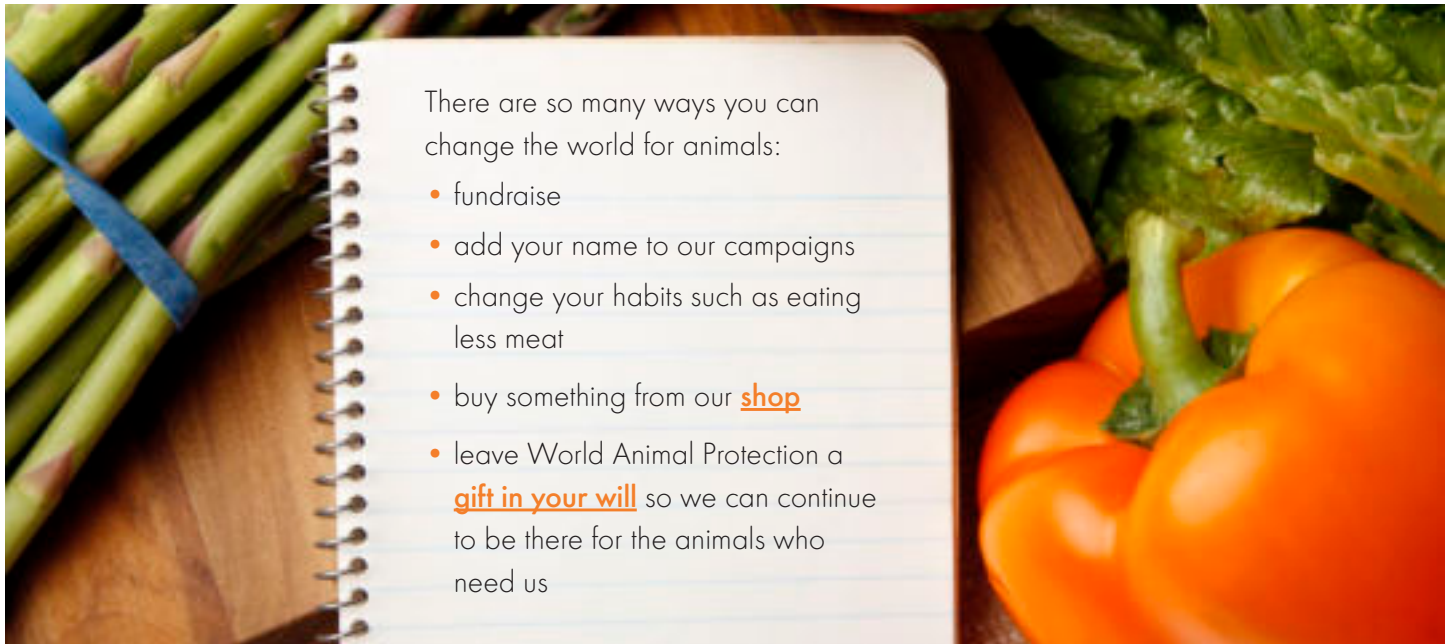
- Don't send cash in the post.
- Make your cheques payable to World Animal Protection.
- Ask anyone who is donating by cheque to make their cheque payable to World Animal Protection.
- If you do end up with cheques made payable to you, bank the money and send World Animal Protection a cheque for the full amount.
- Fill in the payment form on the other side of this sheet and send it with cheques, sponsorship forms etc. to:
**World Animal Protection, York House,
Wetherby Rd, York, YO26 7NH**
- If you prefer you can bank the money and pay with a card over the phone.

Thank You!



Your support helps our partner animal sanctuaries all around the world, often the only safe places for the animals they home, allowing them to escape years of cruelty and pain.

Take action for animals



There are so many ways you can change the world for animals:

- fundraise
- add your name to our campaigns
- change your habits such as eating less meat
- buy something from our [shop](#)
- leave World Animal Protection a [gift in your will](#) so we can continue to be there for the animals who need us



Wildlife not entertainers

Wild animals around the world are facing a lifetime of suffering, just to entertain tourists. Help protect animals when you travel by [following our guide](#) to being animal-friendly on holiday, and remember, if you can ride, hug or take a selfie with a wild animal, the chances are it's cruel.

Wildlife not pets

Wild animals such as ball pythons, bearded dragons, African grey parrots and sugar gliders aren't pets – they have complex behavioural, social and physiological needs which make them unsuitable to be kept in domestic environments. Help protect them by [signing our pledge](#) not to buy or replace an exotic pet.



We influence decision-makers to effect change and protect animals.

Raise pigs right and Change for chickens

The treatment of farm animals is the world's biggest animal welfare issue. We move restaurants and supermarkets to take cruelty off the menu, can you help too? Try one of these meet-free options:

- 1 Go meat free one day a week.
- 2 Change to meat free lunches during the week, there are more and more tasty meat free options on the high street. It's a great time to take the opportunity and will let businesses know they are heading in the right direction.
- 3 Swap to meat free alternatives like lentils, beans, or tofu.
- 4 Challenge yourself and friends to go meat free for a month. A bit of healthy competition can be a great motivator and you'll be amazed how many little changes will stick once the month is up.
- 5 Already meat free? Encourage friends and family to join with any of the above.



With your fundraising you help us pressure businesses to stop animal suffering in their supply chains.

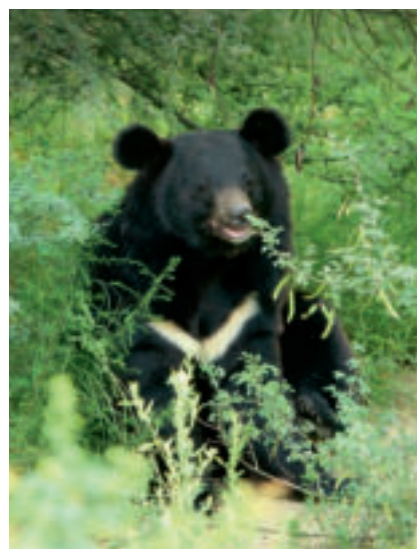


Wildlife Trade

The global wildlife trade is a cruel multi-billion-dollar business that exploits animals on an industrial scale and creates a hotbed of zoonotic diseases, leading to deadly outbreaks like SARS and now COVID-19. We need your support to stop the global wildlife trade - find out how you can help on our [website](#).

Buy a gift in our online shop

Take a look at our [Really wild gifts](#) they make great presents for loved ones. We have cards, T-shirts, bags, and much more. You'll know every penny you spend is helping to make a change for animals.



Leaving a gift in your will

We will use your money wisely to give millions of animals a better life. Changing their world will take years, but we are here to stay until change happens. Leave animals a world they'd choose to live in.

[Find out how here.](#)

Animals don't have a voice. By supporting World Animal Protection you are helping us to be their voice.

What you help us to do for animals

£100

could provide elderly elephants in Thailand with supplements to keep them fighting fit. The supplements can protect them from all sorts of painful illnesses and conditions; these magnificent oldies really deserve to be looked after well!



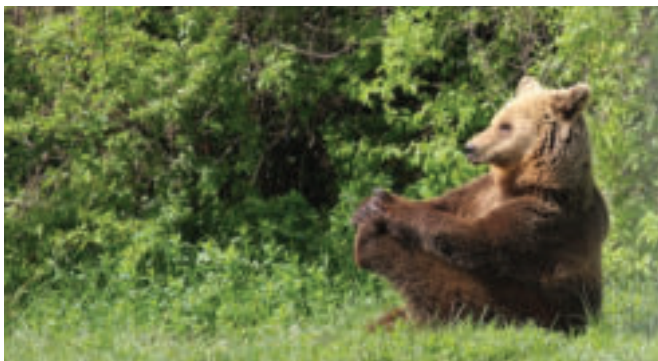
£375

could give billions of chickens a good night's sleep! Help us persuade big food companies to make small changes in the way they farm. Simply giving chickens continuous darkness at night can mean they rest properly.



£405

could cover the cost of all the veterinary care the rescued bears need at the World Animal Protection funded sanctuary in Romania, for one month. You will be keeping the bears healthy and happy, and helping them recover from any medical issues they have from years spent in terrible conditions.



£1,350

could help us put pressure on world governments to protect wildlife from being taken from their natural habitat and traded as pets, entertainers or even medicine. We need to be at important conferences like CITES to make sure the voices of animals are heard.



By fundraising for animals you are making sure their needs are considered at the highest levels and that their welfare is looked after wherever they are. You are helping us be there for the animals who need us. Your support means we can continue to protect animals from cruelty and suffering.
Thank you!